* Participation in Trade Fairs & Exhibitions.
* Optimizing Editorial PR and Publicity.
* Use of Internet and web marketing.
* Generating Tourist Publications.
* Re-inforcing hospitality programmes including grant of air passages to invite media personnel and tour operators on familiarization tours to India to get first hand knowledge on various tourism products.
* Launching of Road Shows in key source markets of Europe.
* Focusing on growth of hotel infrastructure particularly budget hotels.
* Enhancing connectivity through augmentation of air capacity and improving road infrastructure to major tourist attractions.

(d) Yes, Sir.

**Tourism potential**

137. PROF. ALKA BALRAM KSHATRIYA: Will the Minister of TOURISM be pleased to state:

(a) whether India is not able to utilize full in tourism potential;

(b) if so, the details thereof;

(c) the details of funds allocated and actually utilised for the development of tourism in the country during 2004-05, State-wise;

(d) the details of ongoing tourist projects launched by Government, State-wise; and

(e) by when the above projects are likely to be completed, particularly in Gujarat?

THE MINISTER OF STATE OF THE MINISTRY OF TOURISM (SHRIMATIRENUKACHOWDHURY): (a) No. Sir.

(b) Does not arise.

(c) to (e) The details of the number of projects sanctioned, the amount

sanctioned and the amount released to the various State Governments including Gujarat during the year 2004-05 upto 31.12.2004 is placed in the Statement.

***Statement***

*State-wise tourism projects sanctioned during the year 2004-05 (as on 31.12.2004)*

| SI. No. | State/UT | No. of Projects Sanctioned | Amt. Sanctioned | Amt. Released |
|---|---|---|---|---|
| 1 | 2 | 3 | 4 | 5 |
| 1. | Andhra Pradesh | 11 | 2750.81 | 2191.92 |
| 2. | Assam | 6 | 955.88 | 742.10 |
| 3. | Arunachal Pradesh | 6 | 1285.70 | 905.52 |
| 4. | Bihar | 7 | 1901.23 | 1527.55 |
| 5. | Chhattisgarh | 4 | 1086.26 | 869.01 |
| 6. | Goa | 2 | 10.00 | 8.00-< |
| 7. | Gujarat | 2 | 138.93 | 111.14 |
| 8. | Haryana | 5 | 678.55 | 501.64 |
| 9. | Himachal Pradesh | 5 | 2620.00 | 1736.00 |
| 10. | J&K | 2 | 805.00 | 644.00 |
| 11. | Jharkhand | 1 | 474.97 | 379.97 |
| 12. | Karnataka | 8 | 2432.76 | 1914.37 |
| 13. | Kerala | 5 | 2148.63 | 1718.88 |
| 14. | Madhya Pradesh | 8 | 1285.46 | 783.03 |
| 15. | Maharashtra | 6 | 1576.38 | 1260.10 |
| 16. | Manipur | 0 | 0.00 | 0.00 |
| 17. | Meghalaya | 2 | 963.30 | 807.91 |
| 18. | Mizoram | 3 | 1081.28 | 927.09 |
| 19. | Nagaland | 5 | 2165.69 | 1731.40 |
| 20. | Orissa | 5 | 1316.48 | 999.69 |
| 21. | Punjab | 4 | 846.41 | 561.26 |
| 22. | Rajasthan | 2 | 39.31 | 31.45 |
| 23. | Sikkim | 6 | 1005.81 | 805.13 |
| 24. | Tamil Nadu | 6 | 876.92 | 702.72 |
| 25. | Tripura | 0 | 0.00 | 0.00 |

| 1 | 2 | 3 | 4 | 5 |
|---|---|---|---|---|
| 26. | Uttaranchal | 3 | 1412.93 | 1125.56 |
| 27. | Uttar Pradesh | 7 | 1037.43 | 825.19 |
| 28. | West Bengal | 5 | 480.04 | 384.03 |
| 29. | Andaman & Nicobar | 0 | 0.00 | 0.00 |
| 30. | Chandigarh | 1 | 457.00 | 365.60 |
| 31. | Dadar & Nagar Haveli | 0 | 0.00 | 0.00 |
| 32. | Delhi | 1 | 500.00 | 400.00 |
| 33. | Daman & Diu | 0 | 0.00 | 0.00 |
| 34. | Lakshadweep | 0 | 0.00 | 0.00 |
| 35. | Pondicherry | 2 | 451.00 | 360.00 |
| | TOTAL | 130 | 32784.16 | 25320.26 |

**Pilgrim centres in Uttaranchal**

†138. SHRIMATISUSHMA SWARAJ: Will the Minister of TOURISM be pleased to state:

(a) whether Government propose to identify some pilgrim centres and develop them from tourist point of view; and

(b) if so, the names of such centres identified in Uttaranchal?

THE MINISTER OF STATE OF THE MINISTRY OF TOURISM (SHRIMATI RENUKACHOWDHURY): (a) Identification and development of tourism destinations/sities/pilgrim centres is a continuous process. The Ministry of Tourism in close coordination with the State Governments identifies such sites for infrastructural development.

(b) The Ministry of Tourism has sanctioned the Integrated Development of Badrinath Dham Travel Circuit for an amount of Rs. 702.09 lakh out of which Rs. 561.67 lakh has been released to the State of Uttaranchal during 2004-05. This is one of the four projects sanctioned to the State during this year.

**Measures to boost tourism industry**

139. SHRI JANARDHANA POOJARY: Will the Minister of TOURISM be pleased to state:

† Original notice of the question was received in Hindi.